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SEP 12 2006

Serial No.: 10/039,292

Attorney Docket No.: 05P12932US

IN THE CLAIMS:

This listing of the claims will replace all prior versions and listings of the claims in the application:

1-38. (Canceled)

39. (Currently Amended) A method in a video server for modifying video to be sent to a user on-demand, the method comprising:

receiving from the user a request to send the video to the user;

retrieving profile information for the user, the profile information including previous usage information;

modifying the video by adding ATVEF information to the video based on the retrieved profile information of the user; and

transmitting the modified video to the user.

40. (Original) The method of claim 39 wherein the modifying includes evaluating rules to determine whether the video should be modified.

41. (Original) The method of claim 39 wherein the video is an on-demand movie.

42. (Original) The method of claim 41 wherein the modifying occurs dynamically as the movie is being transmitted to the user.

43. (Original) The method of claim 39 wherein the video includes frames and the modifying occurs dynamically on a frame-by-frame basis.

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44. (Original) The method of claim 39 wherein the ATVEF information relates to purchasing an item that is related to the video to be transmitted.

45. (Original) The method of claim 39 including wherein the modifying is based on an analysis of closed caption information relating to the video.

46. (Currently Amended) A method in a content server for enhancing content being broadcast, the method comprising:

receiving the broadcasted content;

retrieving profile information related to a destination to which the received content is to be transmitted;

adding ATVEF information to the received content based on the retrieved profile information; and

transmitting the content with the added ATVEF information to the destination.

47. (Original) The method of claim 46 wherein the adding of ATVEF information includes modifying ATVEF information included in the received content.

48. (Original) The method of claim 46 wherein the adding of ATVEF information includes adding ATVEF to content that does not included ATVEF information as broadcasted.

49. (Original) The method of claim 46 wherein the added ATVEF information is based on analysis of closed caption information.

50. (Original) The method of claim 46 wherein the content includes frames and the ATVEF information is added on a frame-by-frame basis.

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51. (Currently Amended) A method in a video server for modifying video to be sent to a user on-demand, the method comprising:

receiving from the user a request to send the video to the user;

retrieving profile information for the user, the profile information including previous usage information;

dynamically adding interactive content information to the video based upon the profile information; and

transmitting the video with the added interactive content information to the user.

52. (Previously presented) The method of claim 51, further comprising evaluating rules to determine whether interactive content should be added to the video.

53. (Original) The method of claim 51 wherein the video is an on-demand movie.

54. (Original) The method of claim 51 wherein the video includes frames and the adding occurs on a frame-by-frame basis.

55. (Original) The method of claim 51 wherein the interactive content information is ATVEF information.

56. (Original) The method of claim 55 wherein the ATVEF information relates to purchasing an item that is related to the video being transmitted.

57. (Original) The method of claim 55 wherein the ATVEF information relates to descriptive information regarding the video.

58. (Original) The method of claim 51 including wherein the adding is based

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on an analysis of closed caption information relating to the video.